

.... SUPPOSE

Suppose some one of your family was ill, so ill that the services of a physician were required. Suppose the physician suggested the use of Fluid Extract of Ergot; would you supply any but that which has been proven to be reliable beyond a peradventure? Suppose that even so common a drug as quinine was prescribed; would you use any kind that happened to be handy? Don't you know that the quality and known reputation of the maker would demand your earnest consideration? In either case, if you were perfectly satisfied that the drug was reliable, would you not administer these with more confidence than if there was some doubt?

This applies to your own family; it strikes home—but should not those who come to your store for advice, and rely on your selection, be entitled to the same consideration? Should they not receive the best you know how to give them? Yes, by all means. This applies to so seemingly simple a thing as a Belladonna Plaster. A true Belladonna Plaster properly made and containing the full amount of properly prepared Belladonna Extract, combined in the right kind of a mass, scientifically made and spread, is one of the most valuable of external medicines. The right kind of Belladonna Plaster will certainly alleviate pain and cure disease. An ordinary made one is doubtful, a poorly made one is absolutely worthless—which kind would you use yourself in your own family? Which kind will cure the ills of your patrons? We do not dispute the fact that there is more than one maker of Belladonna Plasters. But we do not know of any who have given this important article the attention that is given to Belladonna Plasters in our Laboratory. We make something like two million Johnson's Belladonna Plasters every year.

We pay particular attention to the selection of the root, give the greatest care to handling and extracting its full virtues. We make a mass that holds its vital principles in soluble form. In this mass we combine Boric Acid and sorbefacient gums that dissolve the clogging matter in the skin pores, and aid in promoting the absorption of Belladonna. Every one of these two million Johnson's Belladonna Plasters when rightly applied will stop an ache or a pain at once; will relieve suffering; and will cure disease.

Johnson's Belladonna Plasters have won the confidence of the Physicians, because they give uniform action and pronounced and exact effects of Belladonna. Every Johnson's Belladonna Plaster dispensed will do its work, and give happy relief to the suffering patient, create confidence in the mind of the Doctor, and enhance the reputation of the druggist.

Write for literature on Belladonna Plasters, handsome cards for distribution, etc.

JOHNSON & JOHNSON,

GILMOUR BROS & CO., - Sole Agents for Canada, MONTREAL.

SHUTTLEWORTH'S

SPECIALTIES FOR DRUGGISTS.

Aromatic Cascara. Bay Rum Essence.

Chlorodyne.

Distilled Witch Hazel. Elixir Beef Iron and Wine.

Syrup Hypophosphites Compound
(Special Formula)

Syrup White Pine Compound.

Syrup White Pine Compound with Tar.

Green Soap
(Sapo Viridis)

PUT UP IN BOTTLES AND BULK

Write for Quotations.

THE **E. B. SHUTTLEWORTH CHEMICAL CO.,** LIMITED

MANUFACTURING CHEMISTS,

TORONTO, CAN.